The Right Mindset

- Technical expertise without the right motivation and without a vision will not lead to successful designs.
- Focus on the need: become an expert in the problem and solve the right problem. View problems as opportunities to excel! Don’t ask the customer what they think they need, ask what the problem is! Don’t overlook the big picture; look at the problem and its surroundings; test the limits (big, small, fast, slow, …) as you explore the problem; never stop asking “Why?”
- Find inspiration from outstanding examples – products, people, companies, methods. Embrace the design attitude: be willing to take risks, try different things, extend yourself, and learn from failure. Identify multiple solutions to the problem; it is highly unlikely that the first solution identified will be the best solution.

Innovation

Innovation is Local.
You don’t import it.
You don’t export it.
You create it.
It is a way of thinking, communicating, and doing.

Human-Centered Design generates solutions to problems and opportunities driven by the needs, desires, and context of the people being designed for. It is a way of thinking, communicating, and doing every day.

Understanding | Concepting | Forming | Evaluating
1. Human-Centered Design - 25 Points
   • Did the team identify a real need? A real customer?
   • How well did the team thoroughly understanding the need?
   • Did the team present the need clearly and convincingly?

2. Technology Feasibility - 25 Points
   • Did the team thoroughly understand the technological challenges?
   • Did the team generate multiple technological concepts?
   • Did they evaluate their concepts and choose the best one based on a process of evaluation?
   • Is the technological concept usable? Has complexity been managed?
   • Is the idea original or novel? Did the team understand solutions which currently exist to the problem? What makes their solution better?

3. Business Viability and Sustainability - 25 Points
   • Did the team demonstrate that the proposed concept can be marketed, distributed, sold, used, maintained, and ultimately disposed of at a reasonable cost?
   • Do they understand the competition?
   • Is the concept environmentally acceptable? Is it energy efficient?
   • What is the size of the market? Is it a niche product or used by a large population?
   • Would an entrepreneur invest in a company created to build and sell this concept?

4. Presentation - 25 Points
   • Was the written proposal clear, concise, and compelling?
   • Were the presentation slides also clear, concise, and compelling?
   • Was the oral presentation done with passion and enthusiasm? Was the concept presented in a way that made people excited to see this concept become a reality?
   • Was the regional / global impact of the proposed solution addressed?